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MEDIA AND INFORMATION LITERACY: the Role of Academia and Media experts

Research and Academic Cooperation in the field of Journalism and Media Studies: an Overview

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EU Projects in the field of Media and Information Literacy

- (1) Cooperating for a free journalism: the **eMedia** [2013 – 2016] and the **PAgES** projects [2019-2023]
- (2) Reflecting on Europe, Europeanization and being Europeans:
the **EUMEPLAT** project [2021-2024]
- (3) Setting up a new model: The **CLIP** Project [2022-2024]



(1) Cooperating for a free journalism: the **eMedia** [2013 – 2016] and the **PAgES** projects [2019-2023]



eMEDia project

Title	eMEDia , A bottom-up approach for the design and pilot of a joint Master Course in Cross-Media Journalism
Programme	TEMPUS, <i>Joint Projects, Curricular Reform</i>
Duration	32 months
Lump sum	801.968,00 EUR
AIM	Contribute to the modernisation of the HE sector in Tunisia through a bottom-up and participatory approach for the design and pilot of a joint Master Course in Cross-Media Journalism



eMEDia project's partners

- **UNIMED**, Mediterranean Universities Union, Italy (coordinator)
- **University of Tampere**, Finland
- **IULM** University, Italy
- **University of Barcelona**, Spain
- **University of Sousse**, Tunisia
- **University of Sfax**, Tunisia
- **Institut de Presse et des Sciences de l'Information**, University of La Manouba, Tunisia
- **Ministry of Higher Education and Scientific Research**, Tunisia
- **Sfax Section of National Syndicate of Tunisian Journalists**, Tunisia



UNIVERSITY
OF TAMPERE



IULM
Libera Università di Lingue e Comunicazione



Universitat de Barcelona



eMEDia specific objectives

1. **Exchange best practices** in the field of HE and cross-media journalism by means of a **good practice review**
2. **Building capacities of teaching staff** through a **training framework** and **study visits** at the EU partner universities;
3. **Develop a curricula in Cross-Media Journalism** based on a wide **consultation** with teachers, students, professionals and media experts
4. **Set-up and offer a double degree program in Cross-Media Journalism** to students in Tunisia (with and without a journalism background) which includes an **alignment study period**



eMEDia results

- **Catalogue of good practices** in the field of digital and cross-media journalism in a local perspective
- **Training framework and related tools for teachers' capacity building**
- **EU-Tunisia Master Course Curricula in Cross-Media Journalism (2 year, 120 ECTS)**
- **Bilateral/Multilateral Agreements**

As part of the Master Course offering, cooperation aspects among the three Tunisian universities have been agreed on a multilateral agreement (convention tripartite) regarding the Master course offering and joint degree. A recognition agreement of the joint degree has been established with IULM University. An international agreement has been signed among the three Tunisian Universities and the University of Tampere, regarding the post-project academic cooperation in the area of communication science.

- **Alignment Study Period: Students' Summer School**

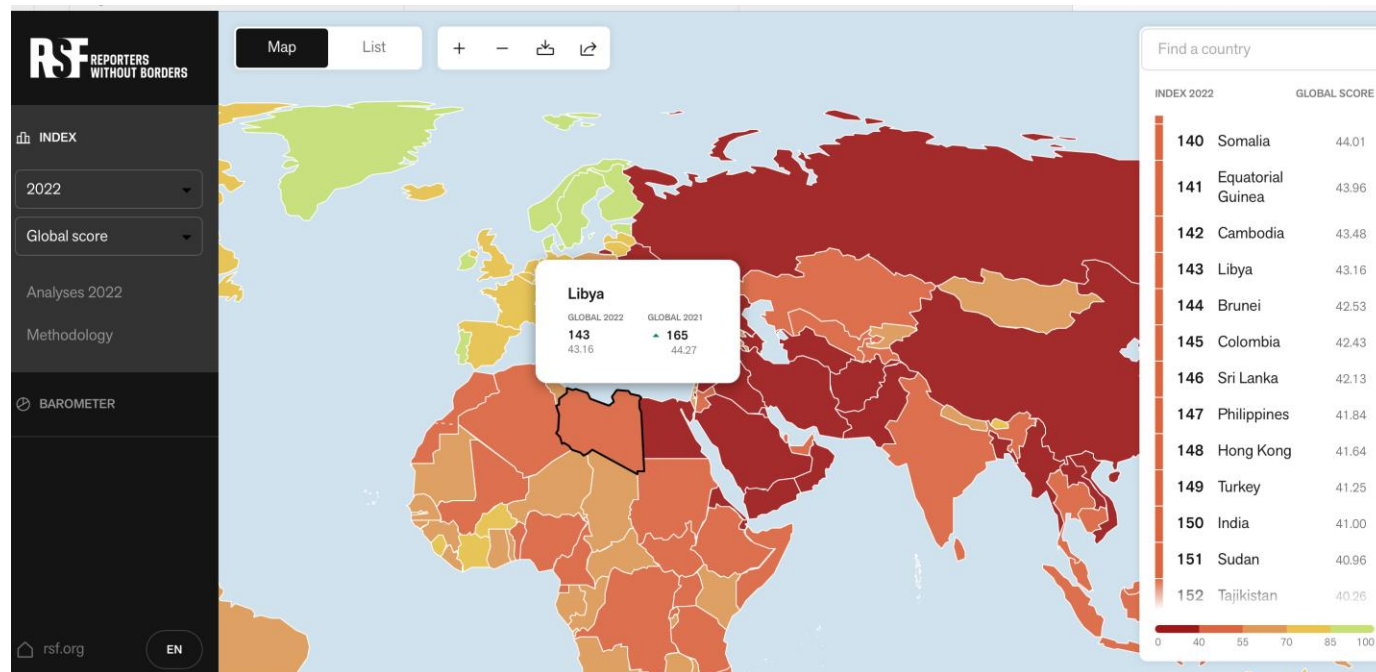
35 students, enrolled in the first edition of the Master Course at the three Tunisian universities, participated to the Summer School organised and hosted by IULM in Milano on 14-23 September 2016, on topics related to Video-making for Journalism, Data Visualization and Storytelling, Photoshop for Journalism.

- **Master Course Offering**

A 2-years Master Course in Cross-Media Journalism has been delivered jointly by the 3 Tunisian Universities. The first edition started in October 2015 with 45 students, the second edition started in October 2016 with 51 students and a third edition started jointly in October 2017.



PAgES project



Co-funded by the
Erasmus+ Programme
of the European Union



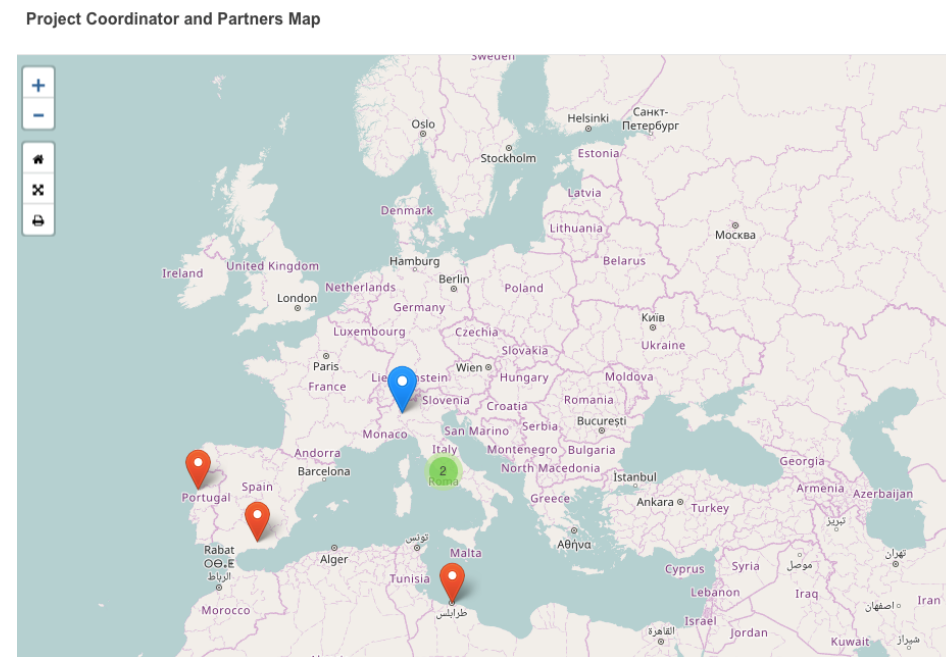
PAgES project

Title	PAgES , Post-Crisis Journalism in Post-Crisis Libya: A Bottom-up Approach to the Development of a Cross-Media Journalism Master Program
Programme	Erasmus+ Capacity Building in Higher Education
Project nr.	598349-EPP-1-2018-1-IT-EPPKA2-CBHE-JP
Duration	36 months
Awarded Grant	890.892,00 EUR
Lead contractor	From 15 January 2019 to 14 January 2022 (expected to be extended up to 12 months)
AIM	Contribute to the modernization of the Higher Education (HE) sector in Libya and support the implementation of the Bologna Process through a bottom-up approach for the design and pilot of a Master Course in Cross-Media Journalism



PAgES: project's partners

- **IULM** University, Italy (coordinator)
- **UNIMED**, Mediterranean Universities Union, Italy
- **University of Aveiro**, Portugal
- **University of Granada**, Spain
- **Sapienza** University of Rome, Italy
- **University of Tripoli**, Libya
- **Sirte University**, Libya
- **Misurata University**, Libya
- **Al Zawia University**, Libya



PAgES: project's expected impact

- **Exchanged best practices** in the field of HE and cross-media journalism by means of an analysis of the state of the art
- **Increased capacities of teaching staff** through a training framework and study visits at the EU partner universities;
- **Four Multimedia Labs** established in Libyan Universities to support technical training
- **Validated curriculum in Cross-Media Journalism** based on a participatory approach
- **Set-up and offering of a master program** in Cross-Media Journalism to students in Libya based on the implementation of Bologna Process rules and corresponding to 120 ECTS

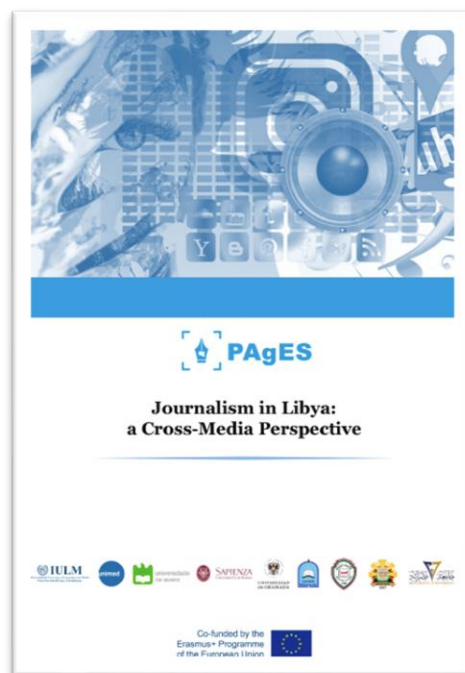


PAgES: project's activities

- WP 1- Lessons Learned and Training Framework [led by UNIMED]
 - WP 2- Design of the Master Program [led by University of Zawia]
- WP 3- Training of Trainers and Multimedia Labs [led by University of Aveiro]
 - WP 4- Master Course Offering [led by University of Tripoli]
 - WP 5- Quality Evaluation [led by University of Granada]
- WP 6- Dissemination and Exploitation [led by Sirte University]
 - WP 7- Management [led by IULM University]



PAGES results: Journalism in Libya: a Cross-Media Perspective



The full report is publicly available for download:
<http://doi.org/10.5281/zenodo.3523365>



The screenshot shows the Zenodo repository page for the report "Journalism in Libya: a cross-media perspective". The page includes the Zenodo logo, a search bar, and navigation links. The report title is prominently displayed, along with the date "October 31, 2019". Below the title, there is a list of authors and a brief description of the report. The page also shows the number of views (46) and downloads (23). A large image of the report cover is featured. The page includes a "Cite as" section with the full citation information and a "Share" section with social media links. The footer contains links for "About", "Blog", "Help", "Developers", and "Contribute", as well as logos for "Funded by" (CERN, OpenAIRE, and the European Union) and "Powered by" (CERN Data Centre & Invenio).

PAgES results: Approval of the Cross-Media Journalism Master Program at the Libyan Education Ministry

On January 20, 2020, the National Center for Quality Assurance & Accreditation of Educational & Training Institutes, at the Libyan Education Ministry, approved the didactic plan of the Cross-Media Journalism Master Program.

The Master will be offered in the **four Libyan universities of Tripoli, Sirte, Zawia and Misurata**.



PAgES results: Multimedia Labs

- Analysis of technical requirement
- Purchase procedure (by IULM)
- Selection of one single vendor, order of the equipment items
- Equipment delivered in September 2021
- Libyan universities are currently setting up the labs



PAGES results: on-line and on-site Training

Appetizer: Learning To Teach Online
Progress: 0%

Module 1. New languages and formats of journalism
Progress: 0%

Module 2. Cross-media audiences, publics and communities
Progress: 0%

Module 3. Ethical standards and digital circulation of news
Progress: 6%

Module 1. New languages and formats of journalism

- About Module 1. New languages and formats of journalism
- حول الوحدة الأولى: لغات وأشكال جديدة للصحافة
- Class Café: New languages and formats of journalism

Crossmedia & Transmedia

- Definitions of transmedia storytelling and transmedia journalism
- Key elements of transmedia journalism

My Course
حول الوحدة الأولى: لغات وأشكال جديدة للصحافة
Show block

الوحدة الأولى: لغات وأشكال جديدة للصحافة

نبذة مختصرة

الهدف من هذه الوحدة هو معالجة التحولات الرئيسية التي حدثت في مجال الصحافة في الخمسة عشر عامًا الماضية. يتسم النظام الإعلامي الجديد بأشكال مختلفة من السرد الصحفي، التي تظهر بفضل إمكانات الوسائط الرقمية والثقافة التشاركية والمجتمع الشبكي.

ستركز الوحدة بعد ذلك على ثلاث ممارسات صحفية جديدة، وهي: صحافة ترانسميديا وصحافة البيانات وصحافة الجوال. في جميع هذه الحالات، نشير في نفس الوقت إلى لغات وأشكال وممارسات جديدة للصحافة ترتبط ارتباطاً مباشراً بالتقنيات الرقمية، تحولات الكتابة والنشر ومشاركة الجمهور.

1. صحافة ترانسميديا (Transmedia journalism)

عندما نتحدث عن صحافة ترانسميديا وسائط مختلفة. توفر هذه الشركات هذا الجزء من الدورة فكرة سرد القصص نموذجاً لـصحافة ترانسميديا وسبقاً.

2. صحافة البيانات (Data Journalism)

تعتبر صحافة البيانات نتيجة لتزايد البيانات على كل من عمليات الإنتاج وتصورها، نشرها وفهمها. في الوقت هذا الجزء من الوحدة على تحليل البيانات كإداة يمكن أن تدعم مصداقية الصحافة (Data Journalism).

3. صحافة الجوال (Mobile Journalism)

إن استخدام الأجهزة المحمولة للإعلام واتصالات يعتبر أحد العناصر الرئيسية لتطور الإعلام التكنولوجي، وهو أصل صحافة الجوال. عندما نتحدث عن "موجو" (Mobile journalism)، من الواضح أننا نشير إلى التقنيات الصحفية الجديدة التي تستخدم الهاتف الذكي كأداة عمل لإنتاج المحتوى.

Transmedia

The difference between transmedia and cross-media is very tiny. We can say that in the case of cross-media we have different channels for the spread of the same story; in the case of trans-media, which is mostly a production issue, we have one "story world" but many stories, forms or spin-offs dedicated to different market sectors, like in the Star Wars expanded universe [K. Moloney, Transmedia Journalism, 2017].

OK

PAgES results: on-line and on-site Training



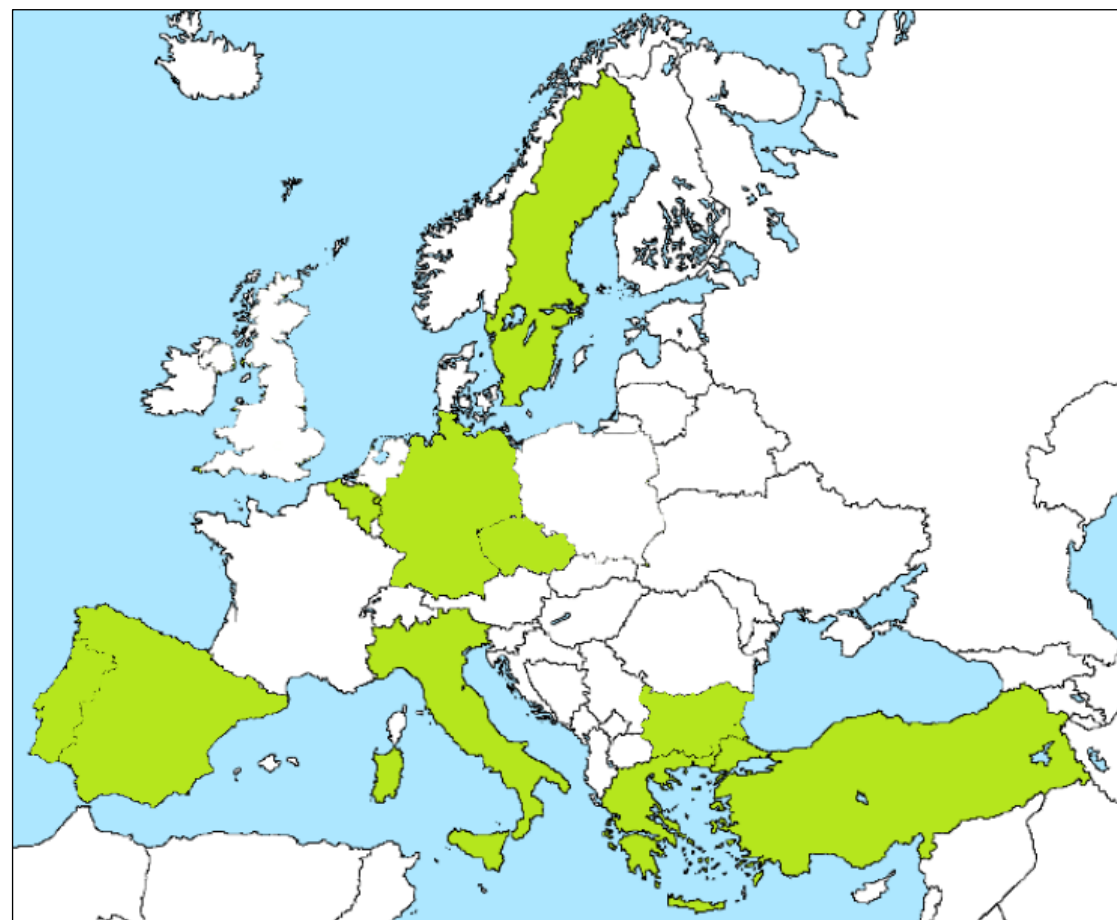
(2) Reflecting on Europe, Europeanization and being Europeans: the **EUMEPLAT** project [2021-2024]



Who we are

- 1 (Coordinator) IULM – Libera Università di Lingue e Comunicazione Italy – Andrea Miconi
- 2 HBI – Leibniz-Institut für Medienforschung | Hans-Bredow-Institut Germany – Barbara Thomass
- 3 NBU – New Bulgarian University Bulgaria – Dessislava Liubomirova Boshnakova
- 4 UNIMED – Unione delle Università del Mediterraneo Italy – Nathalie Clauter
- 5 FUOC – Fundació per a la Universitat Oberta de Catalunya Spain – Francisco Lupiáñez Villanueva
- 6 UGent – University of Gent Belgium – Daniel Biltereyst
- 7 Bilkent – Bilkent University Bilim Kenti Turkey – Lutz Peschke
- 8 NKUA – National and Kapodistrian University Greece – Stylianos Papathanassopoulos
- 9 ISCTE – Instituto Universitário de Lisboa Portugal – Cláudia Alvares
- 10 UNIVE – Ca' Foscari University of Venice Italy – Fabiana Zollo
- 11 IKED – International Organisation for Knowledge Economy and Enterprise Development Sweden – Thomas Andersson
- 12 CU – Charles University in Prague Czech Republic – Nico Carpentier





WP1- Europeanisation: Lessons from media history
Advanced state of the art: patterns in media and movie circulation across Europe
[1990-2020 circa]



- (1) How national or regional are media systems? How frequent is the exchange of media contents [i.e., tv formats, news programs, tv channels] among the 10/12 European countries? [tasks 1.1 and 1.2]
- (2) How frequent is the exchange of movies among the 10/12 European countries? [task 1.3]
- (3) How are media systems are regulated, at the intersection of national and European law? [task 1.4]
- (4) Aggregated data analysis [task 1.5]
- (5) *RIA specific goal*: operational definition of Europeanisation [task 1.6]



- (1) How are Europeans – both journalists and citizens - discussing relevant issues in social media platforms?
[tasks 2.1 and 2.2]
- (2) Positive and negative externalities: are news platforms favoring or threatening European common identity?
[task 2.3]
- (3) Anti-European Fake news: a data-driven analysis
[task 2.4]
- (4) *RIA specific goal*: what to do with fake news



WP3- Hegemony: Platformization of Video
Are video platforms making European culture more European?



- (1) Analysis of production patterns: are video platforms offering more European contents?
[tasks 3.1 and 3.2]
- (2) Analysis of consumption patterns: are European audiences becoming more European?
[task 3.3]
- (3) *RIA specific goal*: best practices in cross-European video productions, creation and success, and main obstacles to the Europeanisation of “taste” [task 3.4]
- (4) Aggregated data analysis
[task 3.5]



(1) How is migration represented in social media discourse, in 10-12 countries?

[tasks 4.1 and 4.2]

(2) How is gender represented in social media discourse, in 10-12 countries?

[task 4.3]

(3) Aggregated data analysis

[task 4.4]

(4) *RIA specific goal*: catalogue of best practices in the representation of sensitive issues

[task 4.5]



WP5- Power: People and platforms
How about the overall effects – or externalities - of “platformization” on European societies?

- (1) Is there any space for alternative social media services; and which is the state of global surveillance? [task 5.1]
- (2) To which extent is the algorithm [i.e., Netflix or Amazon recommendation system] shaping European culture?
[task 5.2]
- (3) Are social media improving or devastating public debate? [task 5.3]
- (4) Can Europe bear any more technological innovation? [task 5.4]
- (5) Is Europe a country for women? [task 5.5]
- (6) *RIA specific goal*: White Book of Recommendations to EU and Short Policy Report



The EUMEPLAT Project: Results So Far

- WP1 completed;
 - The WP1 book is coming out
[*Media Systems in Europe*, edited by A. Miconi & S. Papathanassopoulos, Springer, 2023];
- WP2 and WP3 data collection completed;
 - WP4 methodology is defined;
 - WP5 has already started;
- The Year 1 review was successful;
- Policy Scoping Document has been released, and we had the First Policy Round Table in Brussels [September 26, 2022]



(3) Setting up a new model: the **CLIP** project [2022-2024]



CLIP project

Title	CLIP , Critical visual media Literacy and emPowerment
Programme	Erasmus+ Cooperation partnerships in HE
Duration	18 months
Lump sum	120.000,00 EUR
AIM	Strengthen digital capabilities of the Higher Education sector, and increase resilience to manipulation and polarisation working on the important issue of critical visual literacy, that is a fundamental component of the way European students and citizens are getting informed in the digital era.



CLIP: project's partners

- **UNIMED**, Mediterranean Universities Union, Italy (coordinator)
- **IULM** University, Italy
- **HOU**, Hellenic Open University, Greece
- **ALL DIGITAL**, Belgium



UNIMED – Mediterranean
Universities Union



IULM University



Hellenic Open University



ALL DIGITAL



CLIP: expected results

- Report on Visual Media Literacy in Europe
- Micro-learning course in critical Visual Media Literacy and Fluency
 - Scalability and transferability toolkit





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Get in touch



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